



ANNUAL PARTNER PROGRAM

January 1 - December 31

WHO WE ARE

Reach 9,000+ Maintenance & Reliability Professionals

The Society for Maintenance and Reliability Professionals is a not-for-profit professional society formed by practitioners, with a mission to serve leaders and advance Reliability and Physical Asset Management. SMRP provides value to individual practitioners and companies that practice and sustain maintenance and reliability (M&R) best practices. With over 9,400 certificants and 9,000+ members worldwide, SMRP provides a vast array of benefits, including international affiliations, domestic public and private partnerships, educational opportunities, M&R Body of Knowledge resources, ANAB-accredited certifications, and many local and global networking events.

Reach Top M&R Professionals

- Engineers
- Planners
- Maintenance Managers
- Business Developers
- Consultants
- Technicians
- Specialists



Shine the Spotlight on Your Company

- Reinforce your message to **key influencers** in the asset management industry.
- Gain visibility with a highly specialized target market of **decision makers with buying power**.
- Build brand awareness with SMRP members and their audiences.
- Collaborate with SMRP members to develop new products and revenue streams.
- Be associated with the **emerging maintenance and reliability movement** within the industry.

SMRP members shape the maintenance and reliability industry and influence the global market. SMRP offers a range of partnership opportunities for companies desiring to reach this targeted group of maintenance and reliability professionals. Our members are committed to the practice of promoting excellence in physical asset management.

SMRP ANNUAL PARTNER PROGRAM



Amplify Your Impact: Harness the Power of the Maintenance & Reliability Community to Drive Your Organization's Success

The SMRP Annual Partner Program benefits will run from **January 1 - December 31**.

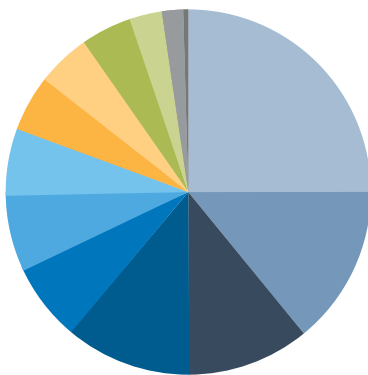
Packages with year-round benefits available starting at \$15,000.



Contact **Rachel Celentano**
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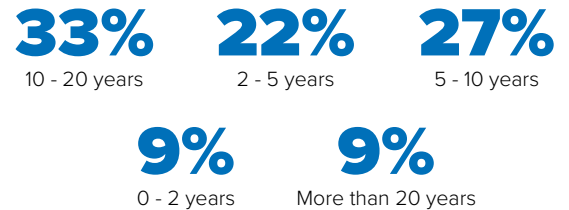
SMRP Members-At-A-Glance

INDUSTRY

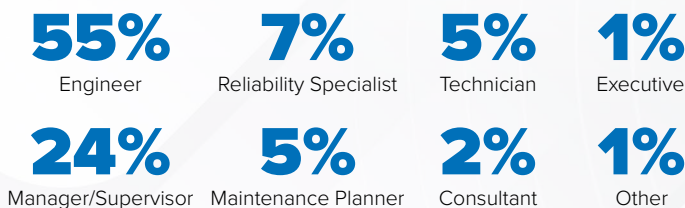


- 25% Chemicals/Refining
- 14% Mining & Minerals
- 11% Utilities
- 11% Food Products
- 7% Automotive
- 6% Metals
- 5% Pharmaceuticals
- 5% Government/Healthcare/Education
- 5% Wood Products
- 4% Electrical/ Electronic Equipment
- 3% Other
- 2% Rubber/Plastics
- 1% Aerospace

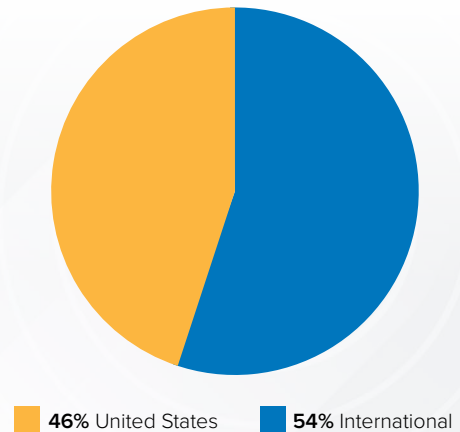
EXPERIENCE IN MAINTENANCE & RELIABILITY



FUNCTION



LOCATION



BECOME AN ANNUAL PARTNER



Transform Your Brand's Presence

SMRP Annual Partner Program Highlights

The SMRP Annual Partner Program is crafted to expand your presence in the maintenance and reliability industry, offering benefits in membership, marketing, events, and professional development. Explore our comprehensive programs below, offering exclusive benefits and discounts when you become an SMRP Annual Partner.

Membership & Certifications

SMRP has over **9,000 maintenance and reliability professionals**. When you become a member, you have access to the membership directory, job & intern postings, discounts to regional and international events, **discounts on CMRP and CMRT exams** and complimentary access to IAM membership. By purchasing an Annual Partnership with an enhanced, super or premium membership package, more company employees have access to our diverse and beneficial resources including engineers, company recruiters, executives and more!



Marketing & Advertising

Email Marketing

SMRP's email list reaches over **12,000 key professionals** in the maintenance, reliability, and physical asset management industry including experts, executives, students, and more. Our emails are very relevant to our readers, with an average email **open rate of 35% and CTR of 13%**.

SMRP Social Media

SMRP has a large social media following with **29,000+ followers** on LinkedIn. Our LinkedIn followers are highly engaged at an **average engagement rate with our posts of 5%** (3x times the platform average!).

SMRP Website

Our website attracts **over 314,000 visitors annually!** Be sure to have your company footprint included on the website that drives maintenance, reliability, and physical asset management innovation.



Event

Annual Conference

The industry's premier annual event that attracts leaders in maintenance and reliability professionals. Put your company's name at the forefront of **over 1,200 attendees'** minds, build name recognition and drive traffic to your exhibit space with these unique, high-profile promotional opportunities.

Benefits include:

- Exhibit Space
- Sponsorship Credits
- Conference Registrations

...and more!



Professional Development

SMRP Webinars

SMRP informative and engaging webinars designed to keep industry professionals at the forefront of maintenance and reliability technologies, trends, and best practices. Our education platforms **engage experts and thought leaders** to share their knowledge, insights, and innovations with a targeted audience of maintenance and reliability professionals.



SMRP ANNUAL PARTNER PROGRAM*

*The program runs from January 1 - December 31

Contact Rachel Celentano: rachel@smrp.org

PARTNER PACKAGE	Visionary	Elite	Patron	Supporter
Price	\$60,000	\$45,000	\$30,000	\$15,000
Corporate Access	\$13,600 Value	\$7,225 Value	\$3,825 Value	\$810 Value
Corporate membership(s) valid for one year	<i>Executive OR Industry Partner (Premium) - 100 Employees</i>	<i>Executive OR Industry Partner (Super) - 50 Employees</i>	<i>Executive OR Industry Partner (Enhanced) - 25 Employees</i>	<i>Executive OR Industry Partner (Basic) - 5 Employees</i>
Access to SMRP Exchange	✓	✓	✓	✓
Complimentary Access to IAM Membership	✓	✓	✓	✓
Online Member Directory access	✓	✓	✓	✓
Discounts to PEMAC Annual Conference and Training Courses	✓	✓	✓	✓
Certification & Training	\$3,000 Value	\$1,875 Value		
Receive Sustaining Sponsor rate for CMRP and CMRT exam administration (company employees only)	<i>20% discount</i>	<i>20% discount</i>		
Discounted rate on CMRP Five Pillars of Knowledge Training Course Bundle Package (including 10% off member rate)	<i>20% off bundle</i>	<i>20% off bundle</i>		
Marketing & Advertising	\$23,750 Value	\$15,750 Value	\$8,900 Value	\$4,950 Value
Opportunity for targeted email blasts to SMRP membership. Must be used by December 31.	<i>Four</i>	<i>Two</i>		
Logo promotion on Annual Partner web page at smrp.org	<i>Annual Partner Page</i>	<i>Annual Partner Page</i>	<i>Annual Partner Page</i>	<i>Annual Partner Page</i>
Complimentary advertisement in SMRP Solutions Newsletter	<i>6 Premium Banner Ads, 2 High Square Ads</i>	<i>4 Premium Banner Ads, 2 High Square Ads</i>	<i>4 High Banner Ads, 2 Footer Square Ads</i>	<i>1 High Banner Ad, 2 Footer Square Ads</i>
Newsletter "SMRP Insider Spotlight": 150 words	<i>Six</i>	<i>Four</i>	<i>Two</i>	<i>One</i>
Targeted Social Media post/share on SMRP LinkedIn page	<i>Four per year</i>	<i>Two per year</i>	<i>One per year</i>	<i>One per year</i>
Social media promotion/mention on SMRP LinkedIn page notifying our network that you're an SMRP Partner	✓	✓	✓	✓



Annual Conference	\$41,000 Value	\$32,450 Value	\$22,375 Value	\$11,125 Value
Exhibit Package: Complimentary exhibit package in exhibit hall at Annual Conference	<i>10 x 20 Premium Booth</i>	<i>10 x 20 Standard Booth</i>	<i>10 x 10 Premium Booth</i>	<i>10 x 10 Standard Booth</i>
Complimentary Registration	<i>Ten</i>	<i>Eight</i>	<i>Five</i>	<i>Three</i>
Conference Discounted Registrations: Discount on additional conference registrations beyond the above complimentary registrations (company employees only)	<i>20% off</i>	<i>20% off</i>		
Recognition as SMRP Annual Partner Program sponsor marketing material, website and conference signage	✓	✓	✓	✓
Slidedeck recognition during SMRP Annual Conference Opening & Closing General Sessions	✓	✓	✓	✓
Guaranteed Session Speaker spots (subject to approval by conference committee; 50 minute speaker slots; speakers included with the Complimentary registrations; content must be educational)	<i>One</i>			
Sponsorship Allocation	<i>\$20,000</i>	<i>\$15,000</i>	<i>\$10,000</i>	<i>\$2,500</i>
First Notification of Abstract Submissions Launch	✓	✓	✓	✓
First Right of Refusal for Innovation Lab Submission	✓	✓		
Giveaway option by Partner (item provided by partner)	✓	✓	✓	✓
Continuing Education	\$14,000 Value	\$2,000 Value		
Option to host SMRP members in-house for professional development and/or a facility tour (all costs provided by sponsor; content to be approved by SMRP)	<i>One</i>			
Opportunity to present an EXCLUSIVE webinar to SMRP membership (must be educational in content; approved by SMRP leadership)	<i>Two</i>	<i>One</i>		
TOTAL VALUE	\$86,250	\$59,300	\$35,100	\$16,885
Annual Partner Package Price (You Pay)	\$60,000	\$45,000	\$30,000	\$15,000
% SAVINGS	30%	24%	15%	11%

Secure Your Annual Partnership.
 Contact **Rachel Celentano**: rachel@smrp.org